

## Abstract of the Disclosure

Provided herein is a method and system for delivering content and direct marketing over a network. There is a host system, a vendor system, and a subscriber system connected to a network. A subscriber registers by providing information to the host system. The subscriber then selects topics that the subscriber is interested in from a plurality of topics. The subscriber then receives writings on such topics, along with information on products, services, or entities. Information relating to the subscriber's activities are tracked. This information can be used to target advertisements or product recommendations. This information can also be provided to third parties. Also provided is an ecommerce system wherein a host enters into an agreement with a vendor whereby the host receives compensation as a result of a subscriber viewing an advertisement or purchasing a product or service.